

WHEN SOMEONE GETS ALZHEIMER'S,
EVERYONE IN THEIR FAMILY
SUFFERS FROM IT.



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alzheimer's  association™

California Southland Chapter **2008 ANNUAL REPORT**
JULY 1, 2007–JUNE 30, 2008

The Services of the Alzheimer's Association

JULY 1, 2007–JUNE 30, 2008

Your generous support has made the following possible:

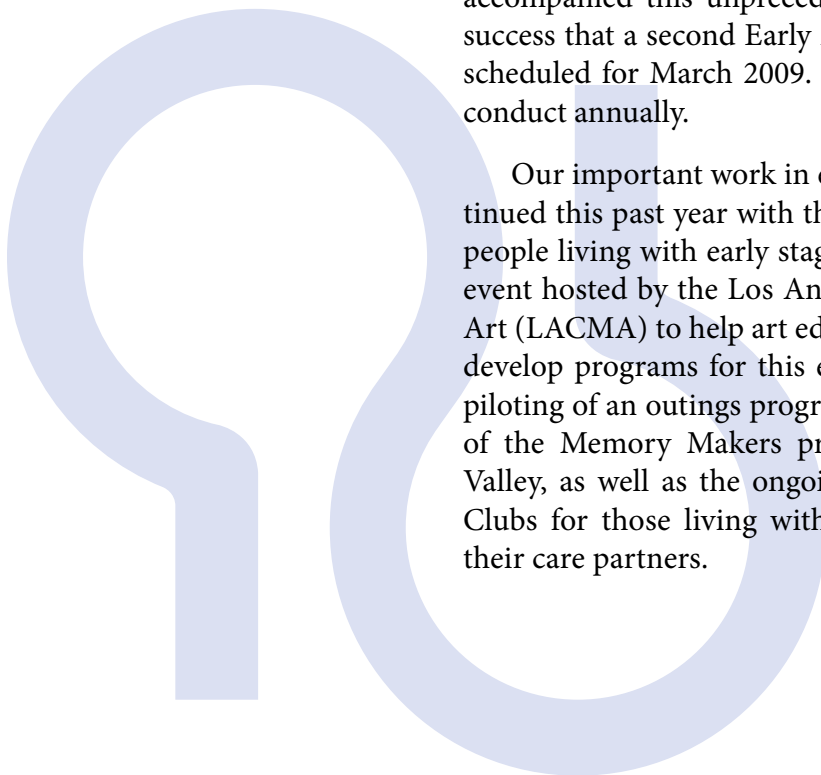
The Early Memory Loss Initiative

While the Alzheimer's Association was created 28 years ago by family caregivers of people with cognitive impairment, in recent years a new constituency has come to us asking for support, services and a place where their voices can be heard. The growing population of people living with early stage memory or cognitive loss are finding a home at the Alzheimer's Association.

In October 2007 we held our first Early Memory Loss Forum, a one-day educational event developed by people with memory loss, for others like them. The Forum was a sold out event with 350 attendees, many from across the nation, who convened to discuss their diagnoses, their lives and their needs, and to advocate on their own behalves. National media coverage accompanied this unprecedented day. It was such a success that a second Early Memory Loss Forum was scheduled for March 2009. It is an event we hope to conduct annually.

Our important work in early stage programs continued this past year with three Town Hall events for people living with early stage disease; an educational event hosted by the Los Angeles County Museum of Art (LACMA) to help art educators at local museums develop programs for this emerging population; the piloting of an outings program; and the development of the Memory Makers program in the Coachella Valley, as well as the ongoing work of the Memory Clubs for those living with early memory loss and their care partners.

2008





Direct service to nearly 130,000 families in need across the Southland

Our all-important work of serving diverse communities throughout Los Angeles, Riverside and San Bernardino counties has continued this year through the following successful activities:

- Educational programs and events for families as well as doctors and clinicians that reached more than 72,000 people this past year in a variety of languages.
- One-on-one care management consultations provided to over 1,550 families this year.
- The Medic Alert™ + Safe Return™ registry that helped 160 individuals in this region get safely returned home after wandering incidents.
- More than 4,000 calls to our toll-free, 24/7 bilingual Helpline.
- The piloting of a national program to reduce the risk for dementia among African American baby boomers.
- A project focusing on the development of supportive services for Vietnamese and Latino caregivers.
- The Memory Assessment Center at Eisenhower Medical Center in Rancho Mirage, a unique collaboration between the Alzheimer's Association, the renowned Alzheimer's Disease Research Center at USC, and the prestigious Eisenhower Medical Center.



Providing leadership in the field of Alzheimer's disease

- We provided leadership in the development of the newly revised Guideline for Alzheimer's Disease Management, a practice guideline to help primary care physicians deliver quality care to people diagnosed with Alzheimer's.
- Working with the Centers for Disease Control (CDC) and the National Alzheimer's Association, we provided leadership for the development of a public health survey tool that will be used to measure the burden of cognitive impairment to our nation.
- In partnership with USC and UCLA, we hosted L.A. County's first conference on Risk Reduction for Alzheimer's Disease and Related Dementias.
- We received the 2008 Award for Innovation in Health Care & Aging from the American Society on Aging for our Early Memory Loss Forum.
- We provided nationwide leadership in the development and promotion of state-of-the-art, Alzheimer's web-based training for professionals with a total of 325 modules sold. A total of 851 professionals were reached through live classes and more than 700 were reached through outreach at conference exhibit booths.

donors

It is with heartfelt appreciation that we thank our generous donors at all giving levels for their support throughout the year. Your financial commitment helps us to provide vital services to patients and their caregivers, education for both the public and health care professionals, and advocacy for improved public policy and legislation, while we continue researching the prevention, treatment and cure for this devastating disease.

We regret, due to space limitations, that our annual list of contributions is limited to gifts of \$1,000 or more during the period **July 1, 2007 to June 30, 2008.**

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 It is vitally important to us**

Join the Cause

- Become an Alzheimer's Champion
- Help with fundraising events
- Join our Memory Walk®
- Volunteer

Open your heart and wallet

- Make an annual contribution
- Donate your used vehicle
- Remember us in your will or trust
- Look into your company's matching gift policy
- Support a program

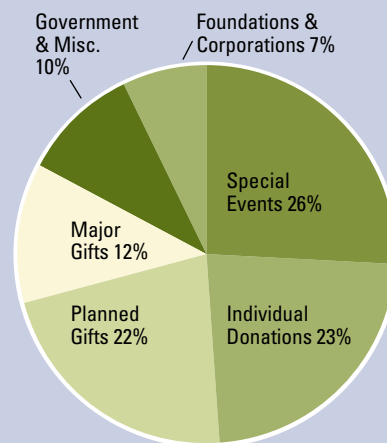
Voice your Commitment

- Join our Advocacy network
- Participate in a research study
- Enroll in our Speaker's Bureau

Summary of Financials

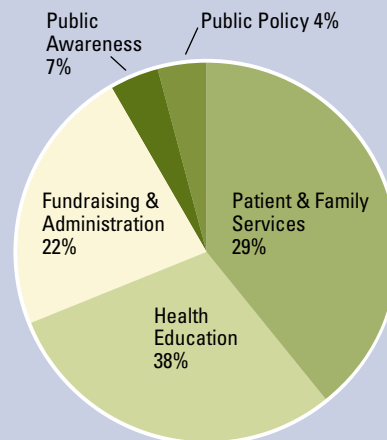
FISCAL YEAR 2008
 (July 1, 2007 – June 30, 2008)

Revenue
 Chapter revenue came from the following sources



Expenditures

How your donation works for our mission:
 California Southland Chapter local expenditures*



* Does not include funds for research, which are pooled nationally and awarded on a competitive basis.

Our complete audited financial statements are available at www.alz.org/californiasouthland or may be requested by calling (323) 938-3379



The California Southland Chapter of the Alzheimer's Association is a donor-supported, voluntary health organization committed to research, care and support for those living with Alzheimer's disease and their families. For nearly 30 years, the Alzheimer's Association has provided critical services and programs throughout our community.

Today, there are more than 580,000 people in California living with Alzheimer's disease. In the tri-county area of Los Angeles, San Bernadino and Riverside counties, deaths from Alzheimer's disease have risen more than 220% over the past decade. The number of people living with Alzheimer's disease and related dementias is expected to double in one generation as our population ages.

Our mission

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision

A world without Alzheimer's disease.

The California Southland Chapter provides programs and services to the counties of Los Angeles, Riverside and San Bernardino. 24-hour information and support extends to Inyo, Kings, Mono and Tulare counties. Office locations are:

Los Angeles Office

5900 Wilshire Blvd., Ste. 1100
Los Angeles, CA 90036
323 938 3379 **p**

Greater East Los Angeles Regional Office

133 North Sunol Dr., Ste. 233
Los Angeles, CA 90063
323 881 0574 **p**

Greater San Fernando Valley Regional Office

16933 Parthenia Street, Ste. 200
Northridge, CA 91343
818 830 8590 **p**

Inland Empire Regional Office

9213 Archibald Ave.
Rancho Cucamonga, CA 91730
909 944 9680 **p**

Southwest Riverside County Office

Janet Goeske Senior Center
5257 Sierra Street
Riverside, CA 92504
951 359 1395 **p**

Coachella Valley Regional Office

69730 Highway 111, Ste. 202
Rancho Mirage, CA 92270
760 328 6767 **p**

24-hour information
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